

Italy-Rome: Advertising management services
OJ S 60/2021 26/03/2021
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: ATAC SpA Azienda per la mobilità di Roma Capitale

Postal address: via Prenestina 45

Town: Roma

NUTS code: ITI43 Roma

Postal code: 00176

Country: Italy

Contact person: Stefania Paoletti — Alessandra Negro (alessandra.negro@atac.roma.it)

E-mail: stefania.paoletti@atac.roma.it

Telephone: +39 646954655

Fax: +39 646953964

Internet address(es):

Main address: www.atac.roma.it

Address of the buyer profile: www.atac.roma.it

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Esito — bando n. 2/2020 — procedura aperta affidamento in concessione a fini pubblicitari degli spazi interni ed esterni delle vetture auto tramviarie, in servizio pubblico sulla rete urbana Rom

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Esito — bando di gara n. 2/2020 — procedura aperta per l'affidamento in concessione a fini pubblicitari degli spazi interni ed esterni delle vetture auto tramviarie, in servizio pubblico sulla rete urbana di Roma.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ITI43 Roma

Main site or place of performance: Spazi pubblicitari ordinari interni ed esterni delle vetture autotramviarie, in servizio pubblico sulla rete urbana di Roma.

II.2.4. Description of the procurement

Vedere punto II.1.1).

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Rinnovo per 1 anno per un ricavo stimato di 3 646 000,00 EUR.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Criteri di aggiudicazione: al prezzo più basso (da intendersi quale ricavo più alto — maggior rialzo sull'importo a base di gara) sul canone minimo annuale di 3 646 000,00 EUR.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 015-032239](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a periodic indicative notice

Section V: Award of contract

Contract No: 1

Lot No: 1

Title:

Affidamento in concessione a fini pubblicitari degli spazi interni ed esterni delle vetture auto tramviarie, in servizio pubblico sulla rete urbana di Roma.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/03/2020

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: IGPDecaux SpA

Town: Milano

NUTS code: ITI43 Roma

Country: Italy

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 7 292 000,00 EUR

Total value of the contract/lot: 9 048 000,00 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TAR Lazio (Tribunale amministrativo della Regione Lazio)

Postal address: via Flaminia 189

Town: Roma

Postal code: 00196

Country: Italy

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Accesso agli atti: si rinvia all'art. 23 del DGNC.

VI.4.4. Service from which information about the review procedure may be obtained

Official name: ATAC SpA segreteria societaria

Postal address: via Prenestina 45

Town: Roma

Postal code: 00176

Country: Italy

E-mail: segreteria.societaria@cert2.atac.roma.it

Telephone: +39 0646953365

Fax: +39 0646953927

VI.5. Date of dispatch of this notice

22/03/2021